

AMENDMENTS TO THE CLAIMS:

Please replace the claims with the claims provided in the listing below wherein status, amendments, additions and cancellations are indicated.

1. (Currently Amended) A method for detecting and analyzing behavior of ~~persons~~ at least one person in at least one room in dependence on at least one visual, audiovisual and/or auditory ~~messages~~ message intended to influence actions and/or path of movement of said at least one person ~~persons~~, comprising:

detecting time-dependently by at least one predetermined frequency the position coordinates of ~~each~~ said at least one person, the body coordinates of ~~each~~ said at least one person, turns and rotations of said at least one ~~each~~ person's body and/or parts thereof as well as ~~each~~ said at least one person's posture and/or attitude of ~~each~~ said at least one person's extremities from ~~the~~ said at least one persons's entry into the room up to ~~the~~ said at least one person's exit from the room; and

analyzing one or more of said position coordinates, body coordinates, turns and rotations of said at least one person's body and/or parts thereof and posture and/or attitude of said at least one person's extremities to determine the influence of said at least one visual, audiovisual and/or auditory message on said at least one person.

2. (Currently Amended) Method as claimed in claim 1, wherein the body coordinates comprise both concentration point coordinates of a projection of [[a]] said at least one person and of single parts of the body of [[a]] said at least one person as well as the outline coordinates of ~~the~~ said at least one person.

3. (Currently Amended) Method as claimed in claim 1 for detecting and analyzing behavior of ~~persons~~ said at least one person in a plurality of adjacent rooms, wherein at least one identification value and respective coordinates are associated with [[a]] said at least one person, said identification value and respective coordinates being used for continuing to monitor said at least one person when said at least one person moves from one room to a room adjacent thereto.

4. (Currently Amended) Apparatus for detecting and analyzing the behavior of ~~persons~~ at least one person in at least one room in dependence on at least one visual, audiovisual and/or auditory ~~messages~~ message intended to influence actions and/or path of movement of said at least one person in said at least one room, comprising means for detecting time-dependently by at least one predetermined frequency the position coordinates of ~~each~~ said at least one person, the body coordinates of ~~each~~ said at least one person, turns and rotations of ~~each~~ said at least one person's body and/or parts thereof as well as ~~each~~ said at least one person's

posture and/or attitude of ~~each~~ said at least one person's extremities from ~~the~~ said at least one person's entry into up to the said at least one person's exit from the room, the detecting means comprising at least one sensor module in an upper position of each room, said sensor module being adapted for detecting the electromagnetic radiation from ~~each~~ said at least one person present in said room, and at least one image processing module and at least one database module, said sensor, image processing and database modules being operatively connected together, wherein

the apparatus is adapted for analyzing one or more of said position coordinates, body coordinates, turns and rotations of said at least one person's body and/or parts thereof and posture and/or attitude of said at least one person's extremities to determine the influence of said at least one visual, audiovisual and/or auditory message on said at least one person.

5. (Previously Presented) Apparatus as claimed in claim 4, comprising a plurality of said sensor modules and said image processing modules.

6. (Previously Presented) Apparatus as claimed in claim 5, further comprising a central evaluation and control module and wherein a plurality of said

database modules are operatively connected to said central evaluation and control module.

7. (Previously Presented) Apparatus as claimed in claim 4, wherein said at least one sensor module comprises first and second sensor modules, said second sensor module being associated with said first sensor module and being adapted for transmitting electromagnetic or thermal radiation for spectroscopic or thermal evaluation thereof.

8. (Previously Presented) Apparatus as claimed in claim 7, wherein said first sensor module is a CCD-camera.

9. (Previously Presented) Apparatus as claimed in claim 4, wherein the upper portion of each room is a central area of a ceiling of the room.

10. (Previously Presented) Apparatus as claimed in claim 4, wherein said at least one room comprises a plurality of contiguous rooms including areas characterized as one of said contiguous rooms overlapping areas characterized as another of said contiguous rooms.

11. (Previously Presented) Method according to claim 1, wherein said at least one predetermined frequency is greater than 1 Hz.
12. (Previously Presented) Method according to claim 11, wherein said at least one predetermined frequency is in a range of 7 to 30 Hz.
13. (Previously Presented) Apparatus according to claim 4, wherein the frequency of the means for detecting is at least 1 Hz.
14. (Previously Presented) Apparatus according to claim 13, wherein the frequency of the means for detecting is in a range of 7 to 30 Hz.